

Rural Resident Outreach

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and
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Communicating With Rural Residents

- It is important for all citizens to be aware of what is going on within the county.
- Because many citizens that reside in rural areas of Fayette County may not receive the newspaper, the Board of Commissioners feel it is necessary to improve communication between the local government and the citizens.

E-newsletter

- To reach more citizens, the Board of Commissioners decided to start an email newsletter that is regularly sent out to subscribers.

Advertising The Email Newsletter

- To get the word out about the newsletter, the interns compiled a list of businesses and churches within Fayette County to distribute flyers to rural residents.



Fayette County, Georgia

COMMUNITY SERVICES

ARE YOU A RURAL FAYETTE COUNTY RESIDENT?



YOU REALLY NEED TO KNOW WHAT IS GOING ON IN FAYETTE COUNTY!!!

(Please take this flyer and look at the instructions on the back)

MAYBE IT'S ABOUT TIME YOU FOUND OUT!

Why didn't homeowners in rural Fayette County know anything about the new Stormwater Utility?

"We don't get the local newspapers delivered to our homes, so how do we find out what's happening in our community?"


A great way to stay informed is to register for the Electronic Newsletter on the county government website. The newsletter is an excellent source of current information about what is going on in your part of the county.

Best of all, it's FREE. All you have to do is input your email address and the county government will send you up-to-date information that you need to know to your email account. It's that simple!

For more info, go to www.fayettecountyga.gov, or contact Tameca White at: 770-305-5103

Subscribe to our Email Newsletters

Email:

Privacy by  SafeSubscribeSM
For Email Marketing you can trust

You will find this registration box for the electronic newsletter on the home page of the Fayette County website at:
www.fayettecountyga.gov

To register for the newsletter:

1. Go to www.fayettecountyga.gov
2. In the subscription box on the right side of the page, enter your email address.



The image shows a web form for email subscription. It has an orange header with the text "Subscribe to our Email Newsletters". Below this is a white input field for an email address, preceded by the label "Email:". Under the input field is a blue "Go" button. At the bottom, there is a white section with the text "Privacy by" followed by a green checkmark icon and the text "SafeSubscribeSM". Below this is the text "For Email Marketing you can trust".

Subscribe to our Email Newsletters

Email:

Go

Privacy by  **SafeSubscribeSM**

For Email Marketing you can trust

After entering your email address click go and you will be redirected to this page:



Fayette County, Georgia

Sign Up to Stay in Touch

Your email address: **parks.kyra@hotmail.com**

Thanks for your interest in joining the mailing list of the Fayette County Board of Commissioners. To finish signing up, click **Join**.

Confirm your email address:

Your Interests

Let us know what kinds of information you would like to receive from us.

- ☐ County Newsletter & Press Releases
- ☐ Employment Opportunities
- ☐ Library Events
- ☐ Stormwater News
- ☐ Parks & Recreation Newsletter
- ☐ Rural Living

Preferred email format

☒ HTML ☐ Text

Join **Cancel**

Getting it done right, Fayette County Board of Commissioners uses  SafeUnsubscribe® which reliably removes your email address from our lists.
Note: In each email you receive, there will be a link to unsubscribe or change areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).

On this page, you can choose which email topics you would like to receive.

The topics to chose from are:

- Parks and Recreation
- County Newsletter and Press Releases
- Rural Living
- Library Events
- Stormwater News
- Employment Opportunities

After choosing the topics you are interested in, click join and you will be added to the mailing list.

What We Have Done So Far

- We compiled a list of business in the rural areas to distribute the flyers.
- Next we determined a delivery route that would be easy to follow.
- Lastly, we took a day to deliver the flyers to each business on our list.

- We have also mailed letters to all the churches in our target area asking them if they would be willing to include an announcement in their Sunday bulletin. The announcement will read:
- *“If you are a resident of unincorporated Fayette County, the local government wants to help you stay informed with a new email newsletter. The newsletter is an excellent source of current information about what is going on in the county. To register for the newsletter, please visit www.fayettecountyga.gov and look for the orange box to the right of the screen.”*

Feedback

- The goal of this project is to see an increase in the subscription of the email newsletter. This will lead to more rural citizens of Fayette County being informed of things that are happening within the County.

THANK YOU

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